

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: 15038US02

PATENT

In the Application of:)	
)	
Jeyhan Karaoguz, <i>et al.</i>)	
)	
Serial No.: 10/675,466)	
)	
Filed: September 30, 2003)	
)	<u>Electronically Filed On</u>
For: DEMAND BROADCAST CHANNELS)	
AND CHANNEL PROGRAMMING)	<u>June 14, 2010.</u>
BASED ON USER VIEWING)	
HISTORY, PROFILING, AND)	
REQUESTS)	
)	
Examiner: CHOWDHURY, SUMAIYA A.)	
)	
Group Art Unit: 2421)	
)	
Confirmation No.: 5576)	

RESPONSE UNDER 37 C.F.R. §1.111

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office action mailed March 2, 2010, in the above-identified application. The Applicants respectfully request reconsideration of the claim rejections in view of the following remarks.